



News Release

Two Suffolk Charities Receive Funding Boost

Suffolk based charities, Avenues East and Suffolk Mind have both received funding as part of the tenth round of donations from The Bernard Matthews Fund which is administered by the Norfolk Community Foundation.

Avenues East, a Waveney district charity, who provide a range of services and activities for disabled people of all ages, received £1,395. Avenues East's offering includes: Leisure and sport activities, community transport, community brain injury service, support services and advice and advocacy. With 18% of people living in Suffolk having a disability, Avenues East aims to ensure that disabled people have the opportunities to play an active role in the community, preventing rural and social isolation. Funding will contribute to weekly leisure clubs provided for disabled people offering arts and crafts, bowling, cinema, swimming and eating out to name a few.

Suffolk Mind received £2,000 to fund a two day training course for 10 counsellors educating them on how to deliver dementia counselling to residents in the Waveney Area. Suffolk Mind was set up to improve the mental health and wellbeing of people across Suffolk. Dementia Counselling is a new and effective talking therapy which offers a way of supporting people diagnosed with dementia. The overall project could see up to 75 people with dementia receiving sessions in their own homes with a trained counsellor. As well as dementia counselling, the charity offers a range of services including: Healthy mind counselling, Supported counselling, Wellbeing courses and a Peer support network.

Karl Daniels, Service Development Lead, at Avenues East said:

“Everyone at Avenues East is overjoyed that the Bernard Matthews Fund has recognised the importance of our leisure clubs within Lowestoft and how as an organisation we look to develop new services within the area depending on local need.”

Commenting, Carole Slater, Wellbeing Services Manager for Suffolk Mind said:

“We are extremely grateful to the Bernard Matthews Fund for helping us to fill a much needed gap in the Waveney area. The funding will allow us to provide training to enable counselling to be given to people with dementia and those who care for them in this part of the county. We already deliver this innovative service in other areas of Suffolk, and know how valuable counselling can be. As parts of the Waveney area are quite rural, once trained the dementia counsellors will also be able to visit people in their homes which is essential for this type of service”.

The Bernard Mathews fund, which was launched in October 2009, has already provided over £60,000 worth in grants to help a wide range of rural charities and voluntary initiatives across Norfolk, Suffolk and Lincolnshire. It is administered by the Norfolk Community Foundation.

Andrew Sherwood, Human Resources Director at Bernard Matthews, commented: “Supporting groups located in the heart of our communities has always been important to Bernard Matthews and the fund is just one aspect of our commitment to corporate responsibility.

“The fund aims to give at a truly local level and make a real difference to community support projects such as Avenues East and Suffolk Mind. These are worthy projects fulfilling vital roles within Suffolk.”

The Bernard Matthews Fund awards grants of up to £2,000 to support community groups working in Norfolk, North Suffolk, and Lincolnshire. To find out more information about the fund or how to apply for grants, visit www.norfolkfoundation.com/funds/bernard-matthews-fund.

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Notes for editors

- Details of the Bernard Matthews Fund can be found on The Norfolk Community Foundation website at: www.norfolkfoundation.com/funds/bernard-matthews-fund
- The fund for applications for January 2015's round of grants is now open